(d) if so, what steps Government propose to take to improve and strengthen this station for the listeners of the country ?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA) : (a) Urdu Service of All India Radio is basically a service which is directed to Urdu-speaking audiences of West and North-West Indian sub-continent.

(b) Yes, Sir.

(c) and (d). In view of (a) above, this service is not expected to cover other areas inside the country. However, it has been the endeavour of All India Radio to extend coverage of this service to other areas subject to availability of financial resources.

Upgradation of Radio Station at Kanpur

1092. SHRI BEKAL UTSAHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the MW radio station at Kanpur is of very weak KW;

(b) whether Government propose to upgrade and strengthen this radio station for the benefit of adjoining districts of Kanpur;

(c) if so, what are the details thereof; and

(d) if not, what are the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) There is a 1 KW MW Transmitter at Kanpur, providing Vividh Bharati/Commercial Service.

(b) No, Sir.

(c) Does not arise.

(d) Vividh Bharati Service, the principal carrier of Commercials, is made available on low power transmitters (except at the for metros) to restrict its reach. Enlarging the reach of Vividh Bharati, comprising light entertainment programmes, may adversely affect listenership to the purposeful, utility programmes broadcast on the primary channel. Moreover, the upgradation would necessitate upward revision of the advertisement rates on the Vividh Bharati Channel and my adversely affect utilisation of the Commercial Broadcasting Service.

Shortwave Transmitter of AIR at Aligarh

1093. SHRI BEKAL UTSAHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that there is a shortwave transmitter of AIR at Aligarh for external services;

(b) whether it is also a fact that there is no such transmitter at Aligarh for local population;

(c) if so, what are the reasons therefor;

(d) whether Government are aware that there is enormous talent in Aligarh for AIR; and

(e) if so, what steps Government propose to take to provide a radio station at Aligarh for local people?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) and (b) Yes, Sir.